



Dorchester Avenue Project Mission Statement

Mission Statement

“The Dorchester Avenue Task Force is developing a long-term framework for short-term actions. The Task Force is ensuring Dorchester Avenue’s identity as the vibrant, attractive, and safe place where the many hearts of Dorchester come together to shop and play.”

We are for...

Safe, Clean, Inviting, and Thriving shopping on the Avenue.

Safe means pedestrians, bicyclists, and drivers feel safe on any public or publicly accessible private commercial property along the Avenue, at any time of day, in any season through:

- Improvements to paving, lighting;
- Traffic calming;
- Increased police presence;
- “Way finding” or knowing where you are at all times (mandatory street numbers visible 24-hours on storefronts, other visual cues as to where you are along the Avenue);
- Universally accessible

Clean means absence of trash/litter and visual blight (razor wire, graffiti, chain link fencing, variety of streetlights, etc.) and rodent/pigeon activity

Inviting means you can get there from here, and when you do, there is something for you

- Multiple access points to shopping area: walk-to, bike-to, public transit, smooth traffic flow along Avenue, and ease of parking vehicles and bikes in thoughtfully placed, and well-kept parking spots;
- Shopping areas are filled with businesses that provide goods and services for local residents, commuters, and city-wide and regional customers;
- Storefronts without obstacles to customers (i.e. have multilingual, readable signs; have windows you can see into and out of at any time of the day; are well-kept, meaning no peeling paint, unpainted plywood, rusty metal, or dirt; short-term parking easily available close by; accessible doorways)

Thriving means lots of foot traffic along entire Avenue

- As a result of above, including traffic calming, cleanliness and safety measure;
- Business owners with clear understanding of best practices means that storefronts are busy during business hours and there is a low turnover rate for successful stores;
- Increased opportunities for workforce housing above single-story commercial means there will be a larger local employee base and larger local customer base;
- Employ “greening” of city infrastructure, and reward greener business practices will create a healthier, more livable Dorchester Avenue environment.